



## REQUEST FOR PROPOSAL (RFP)

**Name of the work:** CREATIVE PROMOTION OF ASSAM TOURISM inside the Domestic/ International Terminals (Departure & Arrival) of Guwahati Airport.

**GOVERNMENT OF ASSAM  
DIRECTOR OF TOURISM  
STATION ROAD, GUWAHATI-781001**

**GOVERNMENT OF ASSAM  
OFFICE OF THE DIRECTOR OF TOURISM  
ASSAM:..... GUWAHATI**

No. DT-Pub/ 298/2015/

Dated Guwahati, the 7<sup>th</sup> February 2015

**REQUEST FOR PROPOSAL (RFP)**

The Directorate of Tourism, Assam invites RFP from Creative Agencies towards creative promotion of Assam Tourism with special characteristics & motifs reflecting tourist attractions inside the Departure/Arrival terminals of Guwahati Airport.

The RFP should be accompanied by earnest money as mentioned in the RFP documents. The RFP is to be submitted in the office of the Director of Tourism, Assam, Station Road, Guwahati-1 upto 12.00 noon on 23-02-2015 which will be opened on the same day at 2.00 p.m. in presence of the firms or their authorized agents.

Details of the specifications and terms and conditions etc. can be downloaded from the official website of Assam Tourism i.e. [www.assamtourism.gov.in](http://www.assamtourism.gov.in).

Government reserves the right to accept or reject any tender without assigning any reason thereof.

Sd/-

**Director of Tourism, Assam  
Station Road, Guwahati-1**

**SCOPE OF WORK AND TERMS & CONDITIONS FOR SUBMISSION OF TENDER FOR AIRPORT ADVERTISING OUTSIDE ASSAM**

1.0 **SCOPE OF WORK** : Large Format Creative display portraying the products of Assam Tourism for creative promotion with special characteristics & motifs reflecting tourist attractions through fitting and fixing permanent eye catching medias with illuminations at allotted spaces inside Departure/Arrival Terminals of Guwahati Airport.

- i) Development of contains / designs
- ii) Supply / transportation / erection / installation etc. of Advertising Display at Departure and Arrival terminal of LGBI Airpot, Guwahati.

The rates to be quoted inclusive of space rent, electricity, civil works, transportation, fitting and fixing charges, creative charges and all other charges involved in execution of the work successfully within the stipulated time. Any permission for the same has to be obtained by the Firm /Agency.

2.0 **EARNEST MONEY** : The RFP should be accompanied by earnest money deposit of Rs. 96,000/- ( Rupees Ninety six thousand only) in the form Bank draft of Nationalized Bank duly pledged in favour of the Director of Tourism, Govt. of Assam, Station Road, Guwahati except which the tender will be rejected.

3.0 RFP offer shall be in two parts viz. Technical Bid (part-I) and price Bid (part-II) which are to be submitted in two separate envelope inside the main envelope. Financial bids of the RFP will be opened only after satisfying of respective Technical bids.

**PART-I (TECHNICAL BID) :**

- (a) Covering letter of the offer.
- (b) Earnest money deposit of Rs. 96,000/- ( Rupees Ninety six thousand only) in the form of bank draft of nationalized bank duly pledged in favour of the Director of Tourism, Govt. of Assam, Station Road, Guwahati along with the tender.
- (c) Copy of PAN Card/VAT and copy of last 3 years Income Tax Return.
- (d) Experience of similar executed work at any other Airports, Railway Station and Commercial places within India for minimum value of Rs.30.00 lacs and above. All the experience certificate should be supported by documentary evidence along with photographs.

**PART-II (PRICE BID)**

Group		Name of works	Rate
1	A	<ul style="list-style-type: none"> <li>i) Development of contains / designs</li> <li>ii) Supply / transportation / erection / installation etc. of Advertising Display at LGBI Airport, Guwahati.</li> </ul>	Per sq ft.

5.0 **PREPARATION OF THE BID :**

All documents relating to the bid shall be in English language.

## 6.0 EVALUATION OF THE BID

Bids will be evaluated on the following markings :

- a) 80 percent from the Technical Bid
- b) 20 percent from the Price Bid.

## 7.0 SUBMISSION OF RFP :

The Documents shall be addressed to the :  
The Director of Tourism, Government of Assam,  
Station Road, Panbazar, Guwahati-781001

8.0 Bidders are requested to submit their queries (if any) by 15<sup>th</sup> Feb'2015 upto 3 PM through email :  
directortourism1@gmail.com.

## 9.0 TERMS AND CONDITIONS OF RFP :

- I. The rates are to be quoted both in figure and words.
- II. The rates should be quoted after seeing the site and conditions.
- III. Income Tax AGST/VAT and any other taxes as applicable under State and Central Govt. norms will be deducted from the bills as applicable as per rules.
- IV. Any cut marks/over writing in the RFPs will be treated as cancelled.
- V. All pages of the tender document are to be signed and stamped by the firm.
- VI. The RFP shall be responsible for taking necessary permissions/clearances etc. from the concern authority for each display. Any fees/charges payable to the authorities in this respect shall have to be borne by the firm.
- VII. Rate to be quoted by the firm must include the AGST/VAT/Service Tax and any other taxes/duties etc. as per Govt. rules/norms.
- VIII. The work is to be completed by the firm/agency within stipulated time.
- IX. The eligibility criteria as mentioned in Technical Bid Part I ,( Sl.d ) has to be fulfilled by the firm without which the financial bid will not be opened.
- X. The Government of Assam reserves the right to accept or reject any tender without assigning any reason thereof. Local Agencies/Firms having such experience will be given preference.

**Director of Tourism,  
Govt. of Assam  
Station Road, Guwahati-1**